

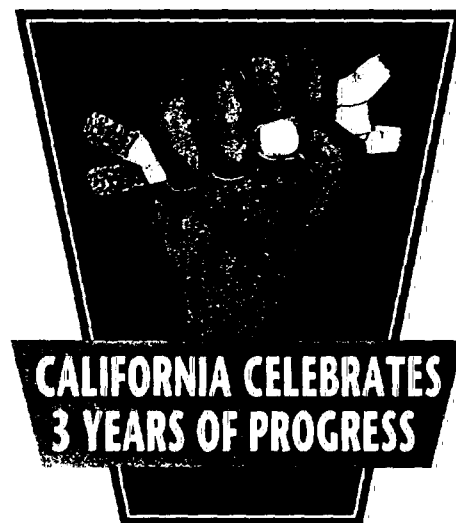
Sept. 30-  
Oct. 2  
California Department

of Health Services

Tobacco Control Section

Presents

# REVOLT AGAINST TOBACCO



September 30, October 1 & 2, 1992

The Biltmore

Los Angeles, California

PRELIMINARY PROGRAM

AND

REGISTRATION MATERIALS

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## WELCOME

**D**on't miss it! This conference represents an important event in the history of reducing tobacco use and combating the influence of the tobacco industry in California. The Tobacco Control Section of the California Department of Health Services invites you to attend this statewide conference in which front-line workers in the tobacco control movement share what they have learned in the struggle for a tobacco-free California. The conference, planned in coordination with the California Department of Education and other state and local agencies, will spotlight key aspects of the struggle—the political arena, building multi-disciplinary alliances and coalitions, media advocacy, innovative programs that reach diverse populations, and educational and outreach programs that focus on youth.

## CONFERENCE GOALS

The goal of the conference is to build upon the momentum of the past three years in order to learn from the past while developing a strong vision and platform for the future. Conference participants have opportunities to:

- Learn from the successful accomplishments of Proposition 99-funded programs, and see first hand what the "state of the art" is in tobacco control
- Acknowledge those programs and individuals who are making extraordinary contributions to their communities and the tobacco control movement; and
- Set a new agenda for continued progress toward a tobacco-free California.

## WHO SHOULD ATTEND

Everyone who is interested in learning from the outstanding achievements of California's Proposition 99 tobacco education campaign. Health planners, service providers, drug, alcohol and tobacco prevention staff, teachers, city and county officials, legislators, physicians, nurses, nutritionists, health educators, dentists, voluntary health agencies, community groups, advocates, business representatives, youth and many others will find the program personally and professionally rewarding.

## PROGRAM OVERVIEW

The program focuses on 5 tracks which highlight the achievements of programs funded under the Proposition 99 campaign. Conference sessions feature city and state legislative officials, service providers, program directors, community activists and many others who have spearheaded the fight against the tobacco industry in California.

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The tracks included are as follows:

**TRACK I: THE POLITICS OF TOBACCO**

Highlights major advances and strategies in California which have successfully combated tobacco industry tactics. Emphasis is on public and private policies, local ordinances, advocacy, community and legislative education.

**TRACK II: NEW ALLIANCES FOR EFFECTIVE TOBACCO EDUCATION**

Focuses on new partnerships and alliances that were forged to implement community-based strategies for tobacco control. These partnerships include county coalitions, ethnic networks, regional teams, public-private partnerships, and inter-disciplinary collaboration between a variety of departments and programs.

**TRACK III: INNOVATIVE MEDIA ADVOCACY**

Features information on the role of media, the use of magnet events, and other community education efforts to prevent and reduce tobacco use. Strategies for countering tobacco industry media campaigns that target children, women, and ethnic communities are emphasized.

**TRACK IV: WORKING MODELS: CALIFORNIA'S TOBACCO EDUCATION PROGRAMS**

Successful and innovative Proposition 99-funded programs addressing a variety of tobacco control issues including youth prevention; school and educational programs; worksite models; cessation and relapse prevention; provider interventions; environmental, women and ethnic community outreach, etc. are highlighted.

**TRACK V: YOUTH-FOCUSED PROGRAMS**

Emphasizes family, school, church and community involvement in prevention; promotion of inter-agency collaboration in working with youth; effective techniques in reaching and impacting youth; and changing risk-taking behavior among youth. Conference sessions feature youth talent and youth advocates for a tobacco-free California.

**SPECIAL EVENTS**

- **Welcoming Reception**— Tuesday evening— come say hello to colleagues, learn about new tobacco control efforts throughout the state and country, or just sit back and relax!
- **Awards Banquet**— Thursday evening— will honor those programs and individuals who have made outstanding contributions to the tobacco control movement. The evening features entertainment, awards and celebrity speakers. It's an event you won't want to miss!

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- **Ceremonial Opening and Closing**— the program opens and closes with a Native American Ceremony in which each ethnic population participates.
- **Exhibit Hall**— features many of the Proposition 99 programs as well as related professional and commercial vendors.
- **Hall of Shame**— this special display features a documentation of tobacco industry strategies to target women, youth and ethnic communities. (located in the Exhibit Hall)
- **Video Room**— displays a variety of videos produced for tobacco control by both Proposition 99-funded and other programs.

## REGISTRATION

A discounted registration fee is available for registrations received *prior to August 28* as follows:

- **Full conference:** \$175. Includes three days of sessions, international luncheon, awards banquet.
- **Single day:** \$100. Includes all events that day.
- **Awards banquet only:** \$55.

Registrations received *after August 28* will be:

- **Full conference:** \$225. Includes three days of sessions, international luncheon, awards banquet.
- **Single day:** \$125. Includes all events that day.
- **Awards banquet only:** \$75.

Checks or purchase orders must accompany registration forms. Agencies sending purchase orders are responsible for sending a payment check within 30 days. **Invoices will not be mailed.** All registrations include access to exhibit hall, video room, meals and special events.

**Cancellation Policy:** A cancellation fee of \$25 will be charged for each individual cancellation. **No refunds** will be given for cancellations made after September 11, 1992.

## CONTINUING EDUCATION

Applications for CE units are being made for RNs, Nutritionists, MDs, CHES, and teachers. If you are interested in receiving CE units, please complete the necessary information on the registration form. An additional fee will be required on arrival at the conference.

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## SCHOLARSHIPS

Scholarship funds to offset registration fees are available to a limited number of individuals. Criteria for scholarship applications include:

1. Your agency does not receive Proposition 99 funds; or
2. Your agency is a sub-contractor to a Proposition 99-funded program.

To apply for scholarships:

1. Send in a completed registration no later than August 10, 1992
2. Include with registration a brief (one-page) letter describing your reasons for requesting the scholarship. Address letters to: "Scholarship Fund" and send to the address on the registration form. Do not include payment with registration.

For additional information contact: Ann Shine-Ring, Conference Coordinator, at (408) 629-1811.

## ACCOMMODATIONS

### The Biltmore Hotel, Los Angeles

506 South Grand Avenue, Los Angeles, California

A block of rooms at reduced rates has been reserved at The Biltmore and are allocated on a first come, first serve basis. For complete hotel information, see the Registration Form.

*Room Rate:* \$79 plus tax (single or double).

*Reservations:* Call 1-800-245-8673 or (213) 624-1011

The Hotel and all sleeping rooms for conference participants will be smoke-free.

## TRAVEL ARRANGEMENTS

Uniglobe Master Travel is providing the lowest possible airfares for conference participants. Discounted rates may also be available for Proposition 99-funded programs and other qualified individuals. Call Uniglobe Master Travel at (510) 428-0518.

*Parking:* Valet parking at The Biltmore is \$9 per day for hotel guests and \$13 per day for other conference participants.

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## CONFERENCE SCHEDULE

### Tuesday, September 29th

4:00-7:00pm Registration  
5:00-8:00pm Welcoming Reception  
Music Suite

### Wednesday, September 30th

6:00-7:00am Fitness Activity  
8:00am-5:00pm Registration  
9:00am Ceremonial Opening  
A celebration of California's ethnic diversity coordinated by *Larry Murillo*, Director of Community Health Services, California Rural Indian Health Board.  
9:30am Introduction  
*Dileep G. Bal*, Chief, Chronic Diseases Control Branch, California Department of Health Services  
9:40am Welcome  
*Molly Coye*, Director, Department of Health Services, *Pete Wilson*, Governor, State of California (invited), *Drane Dana*, Chairman, Los Angeles County Board of Supervisors  
10:00am Opening Keynotes:  
*Antonia Novello*, Surgeon General, United States Public Health Service (invited), *Samuel Lin*, Secretary, Office of Minority Health (invited), *Michael Erikson*, Director, Office on Smoking and Health, Centers for Disease Control  
10:45am Legislative Panel  
*Henry Waxman*, Congress Member, United States Congress (invited), *Diane Watson*, State Senator, California (invited), *Marvin Braude*, Council Member, City of Los Angeles (invited)  
11:30am Exhibit Hall Opens  
12:00pm International Buffet  
1:30pm BREAKOUT SESSIONS A  
1:36pm BREAKOUT SESSIONS B  
5:00-7:30pm RECEPTION- Exhibit Hall

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### Thursday, October 1st

6:00 - 7:00am Fitness Activity

8:00am - 5:00pm Registration

8:00am Exhibit Hall Opens

9:00am BREAKOUT SESSIONS C

11:00am BREAKOUT SESSIONS D

12:00-1:30 Lunch on your own

1:30pm BREAKOUT SESSIONS E

3:30pm Setting A Future Agenda:  
Tobacco Education Oversight Committee

4:00pm Exhibit Hall Closes

6:30pm Awards Banquet  
Award Ceremony, Banquet, Entertainment

### Friday, October 2nd

6:00-7:00am Fitness Activity

8:00am - 10:00am Registration

8:00am Exhibit Hall Opens

9:00am BREAKOUT SESSIONS F

11:00am Presenting a Future Agenda  
*Carolyn Martin*, Chairperson, Tobacco Education  
Oversight Committee

11:15am Closing Keynotes  
*Louis Sullivan*, Secretary, Health and Human Services.  
(invited) Additional Speakers TBA

12:00pm Lunch  
Coordinated by *Larry Murillo*, Director of Com-  
munity Health Services, California Rural Indian  
Health Board

1:00pm Address

2:00pm Exhibit Hall Closes

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## BREAKOUT SESSIONS A WEDNESDAY 1:30-3:00 PM

### POLITICS

#### P 1 Innocence by Association: Non-Legislative Tobacco Industry Tactics

Tobacco industry use of sponsorship, promotion and rhetoric to buy legitimacy and gain access to women, ethnic communities and children. Hear from communities who will not bite—and from some who have kicked their "butts" out of town!

**Moderator:** *Julia Carol*, Co-Director, Americans for Nonsmokers' Rights

**Speakers:** *LeAnne Racinale*, Tobacco Education Clearinghouse of California. Other Speakers TBA

#### P 2 Tobacco Industry Tactics to Defeat Local Ordinance Efforts

What really happened in Beverly Hills? Panelists share first-hand experiences with tobacco industry opposition to local ordinances and how they exposed the industry smoke-screen.

**Moderator:** *Barbara Wells*, Director, Health Promotion, San Luis Obispo County Health Agency

**Speakers:** *Marisel Brown*, Tobacco Control Coordinator, Alameda County; *Paul Knepprath*, Program Associate, Policy Development, American Lung Association of Sacramento-Emigrant Trails. Other Speakers TBA

### NEW ALLIANCES

#### N 1 Diversity as Strength: California's Multi-Ethnic Response—Part I

In response to California's demographic shifts, four statewide ethnic networks have been established. These first of their kind, critically acclaimed efforts have made great strides in combatting tobacco use and abuse. **Part I** highlights the goals and objectives of the ethnic networks. A panel provides insights to the needs of the ethnic communities of California.

**Moderator:** *Irene Reveles-Chase*, Health Education Consultant, Tobacco Control Section, California Department of Health Services

**Speakers:** *Philip Palmer*, Director, Bay Area Urban League; *Jacier Illueta*, Network Coordinator, University of San Francisco; *Christine Siador*, Project Director, Asian American Health Forum; *Larry Murillo*, Family & Community Health Director, California Rural Indian Health Board, Inc.; *Maria Escobar*, Network Coordinator, University of San Francisco

#### N 2 School-Community Partnerships for Tobacco Use Prevention

For many schools and community agencies, Proposition 99 programs provide an opportunity to strengthen inter-agency collaboration. This session features opportunities for partnerships between schools and health programs, and examples of effective inter-agency partnerships between schools and community agencies for tobacco use prevention.

**Moderator:** *Carol D'Onofrio*, Associate Professor, Health Education, School of Public Health, University of California at Berkeley

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**Speakers:** *Jane Young*, Chief, Division of Public Health Education, County of San Diego Department of Public Health; *Marianne Willey*, Project Coordinator, T.R.U.S.T., San Diego State University; *Loretta Middleton*, Director of Student Well-Being, San Diego County Office of Education; *Sheila Grothe*, Director, Healthy Kids Regional Center II; *Joan Davies*, Director, Healthy Kids Regional Center IV.

## MEDIA

### M 1 Backdraft: Burning the Tobacco Industry at its Own Game

Panelists review trends in tobacco industry marketing and examine successful grassroots media efforts to counteract the industry in California.

**Moderator:** *Jim Smith*, Project Manager, California Doctor's Ought to Care (DOC) Project

**Speakers:** *Mark Pertschuk*, Co-Director, Americans for Nonsmokers' Rights; *Robert D. Jaffe*, Executive Director, Washington Doctor's Ought to Care (DOC); *Roy Jimenez*, Vice-President, Community Health Services, Family Health Foundation; *TBA* - California Network of Women and Girls Against Tobacco

## WORKING MODELS

### W 1 Making an Impact: Out of School, High Risk Youth

This session features a panel discussion of projects which have developed innovative and effective strategies for hard-to-reach youth. Panelists explore common problems experienced in getting the message to youth along with special considerations for rural, urban and minority populations.

**Moderator:** *Diana M. Mellon-Lacey*, Evaluation Coordinator, San Diego State University, Independent Evaluation

**Speakers:** *Alex Acuna*, Adolescent Outreach and Education Administrator, Los Angeles Free Clinic; *Wanda Burns*, Health Educator, San Bernardino County Department of Public Health; *Karen Garcia*, Director of Social Services, Rincon, San Luiseno Band of Mission Indians "Youth Anti-Tobacco Club"; *Nancy Deshemaker*, Coordinator of Tobacco Programs, North Bay Health Resources Center

### W 2 The Ball's in Our Court: Alternatives to Tobacco Use

Three innovative examples of how sports can be incorporated into tobacco programs as an alternative to tobacco use are featured (including working with junior and senior high sports programs, parks & recreational programs, and creative use of incentives to increase program participation).

**Moderator:** *Terri Stratton*, Health Education Consultant, Tobacco Control Section, California Department of Health Services

**Speakers:** *Charlene Allert*, Project Director, San Diego Hall of Champions; *Carole Shannon*, Program Manager, Salud Para La Gente, Inc.; *Nancy Mahannah*, Tobacco Program Coordinator, Mono County Health Department; *Carol St. Cook*, San Diego County Health Department

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**BREAKOUT SESSIONS A cont.  
WEDNESDAY 1:30-3:00 PM**

**YOUTH**

**Y-1 Breaking Stereotypes with Skits and Drama**

Young people are getting the message that tobacco use is dangerous and can ruin their lives. Through the use of skits and drama, teens encourage their fellow students, educators and parents to closely examine stereotypes placed upon them by the tobacco industry and others.

**Moderator:** TBA

**Performers:** *Deborah Dorn*, Peer to Peer Education; Teen Connection, Teen Theater; *Joann Hoffman*, El Progreso del Desierto, Inc.; *Dia Anthony*, East Valley Community Health Center; *Monti Skiby*, North Bakersfield Recreation and Park District

**Y-2 Kids Say: "Butt Out to Tobacco" - Youth Activism for the 90's**

Features in-school youth actively involved in working with city councils and local businesses to stop the sale of tobacco to minors. Discussions regarding counter-promotion, wellness and advocacy with incarcerated youth will follow.

**Moderator:** TBA

**Speakers:** TBA

**BREAKOUT SESSIONS B  
WEDNESDAY 3:30-5:00 PM**

**POLITICS**

**P-3 Keeping the Trojan Camel Out of Our Schools**

There are generous corporate offers coming in to help "save our schools." Is there anything wrong with schools collaborating with Philip Morris, R.J.R., Nabisco or the Tobacco Institute? Examples of collaboration will be highlighted, and participants will discuss the pros and cons.

**Speakers:** *Mary Schoenfeldt*, Wellness Consultant; *Carol Stoughton*, T.U.P.E. Coordinator, San Juan Unified School District; *Delois Basnett*, Executive Director, American Lung Association, Solano/Contra Costa Counties

**P-4 Local Tobacco Control Ordinances: A Hidden Opportunity**

Local tobacco control ordinances are important because the state and federal government will not take action, right? Wrong! Come hear why tobacco control ordinances are one of the best interventions available to reduce tobacco use in a community.

**Moderator:** *Joan Twiss*, California Healthy Cities Program, Western Consortium for Public Health

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**Speakers:** *Glenn Barr*, Deputy, City of Los Angeles, Council Member Marvin Braude's Office; *Judy Ross*, Health Promotion Coordinator, Tobacco Control Program, City of Long Beach; *Carolyn Bozat*, Executive Director, American Lung Association of Alameda County

## NEW ALLIANCES

**N-3 Diversity as Strength: California's Multi-Ethnic Response - Part II**  
Responding to California's demographic shifts, four statewide ethnic networks have been established and have made great strides in combating tobacco use and abuse. **Part II** features the accomplishments of the networks, how successful programs have benefitted from network participation.

**Moderator:** *Irene Revelles-Chase*, Health Education Consultant, California Department of Health Services

**Speakers:** *Philip Palmer*, Director, Bay Area Urban League; *Jacuer Hluera*, Network Coordinator, University of San Francisco; *Christine Siador*, Project Director, Asian/American Health Forum; *Larry Murillo*, Family & Community Health Director California Rural Indian Health Board, Inc.; *Maria Escobar*, Network Coordinator, University of San Francisco

## MEDIA

**M-2 Media Advocacy for a Smokefree California**

Winning the campaign for a smoke-free California requires keen skills to use the mass media effectively to promote the nonsmoking message. This session highlights successful media advocacy initiatives reaching diverse audiences.

**Moderator:** *Mark Pertschuk*, Co-Director, Americans for Nonsmokers' Rights

**Speakers:** *Valerie Quinn*, Media Unit, Tobacco Control Section, California Department of Health Services; *James A. Forde*, Executive Director, California Black Health Network; *Ron Arias*, Long Beach Health and Human Services Department (Invited)

**M-3 Using the Media to Tap Community Support for Non-smoking Ordinances**

Learn how local communities effectively use the media in local smoke-free campaigns. Find out how media advocacy works for cities who have strengthened their ordinances.

**Moderator:** *Robin E. Hobart*, Policy Analyst, Americans for Nonsmokers' Rights

**Speakers:** *Janet Abbott*, Community and Media Liaison, Contra Costa Tobacco Prevention Project; *Peggy Toy*, Western Regional Director, National Black Leadership Initiative on Cancer; *Barbara Wells*, Director of Health Promotion, San Luis Obispo County Health Department

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**BREAKOUT SESSIONS B cont.  
WEDNESDAY 3:30-5:00 PM**

**WORKING MODELS**

**W-3 Where in the World is Carmen San Diego (In Xiong Vang or John Littlefeather)?**

This session focuses on targeting hard-to-reach ethnic populations by using creative, innovative and practical approaches.

**Moderator:** TBA

**Speakers:** TBA

**W-4 Making it Work Session A: Model Programs Targeting Large Companies and Institutions**

This session features a panel discussion on instituting smoke-free worksite policy in large organizations and institutional settings. Examples include unionized companies, school districts, and a program for city employees.

**Speakers:** *Betsy Black*, Tobacco Project Coordinator, Labor's Community Service Agency, Worksite Tobacco Cessation Program; *L.D. Hirschklau*, DAFF Program Coordinator, Project Director, Smokeless School Days, Los Gatos/Saratoga School District; *Karen Sorenson*, M.A., Project Director, ADAPT Programs, Inc., Cityfolks - Chula Vista

**YOUTH**

**Y-3 Kids Say "Butt Out to Tobacco"- Youth Activism for the 90's**

Features in-school youth actively involved in working with city councils and local businesses to stop the sale of tobacco to minors. Discussions regarding counter-promotion, wellness and advocacy with incarcerated youth will follow. (Repeat of session Y-2)

**Moderator:** TBA

**Speakers:** TBA

**Y-4 Breaking Stereotypes with Skits and Drama**

Young people are getting the message that tobacco use is dangerous and can ruin their lives. Through the use of skits and drama, teens encourage their fellow students, educators and parents to closely examine stereotypes placed upon them by the tobacco industry and others. (Repeat of session Y-1)

**Moderator:** TBA

**Performers:** *Deborah Dorn*, Peer to Peer Education; Teen Connection, Teen Theater; *Joann Hoffman*, El Progreso del Desierto, Inc.; *Dia Anthony*, East Valley Community Health Center; *Monti Skiby*, North Bakersfield Recreation and Park District

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## BREAKOUT SESSIONS C THURSDAY 9:00-10:30 AM

### POLITICS

#### P-5 The Lodi Experience: A Local Ordinance Case Study

Lodi had it all-- a tobacco industry organized citizen's group, a referendum, recall campaigns, a legal challenge, and organized non-compliance dramas. Hear the story from those who were there.

**Speakers:** *John R. (Randy) Snider*, Council Member, former Mayor, City of Lodi; *Thomas A. Peterson*, City Manager, City of Lodi; *Bob McNatt*, City Attorney, City of Lodi; *Steve Raddigan*, Fire Marshall, City of Lodi

#### P-6 Smokefree Workplaces: Non-legislative Strategies

The state-of-the-art in smoke-free workplaces. Highlighting a sample of the many worksite projects in the State, including discussion of how projects successfully motivated a variety of workplaces to go smoke-free.

**Moderator:** TBA

**Speakers:** *DeLois Basnett*, Executive Director, American Lung Association, Solano/Contra Costa Counties; Other Speakers: TBA

### NEW ALLIANCES

#### N-4 Partnerships for Change

Proposition 99 afforded diverse organizations the opportunity to combine efforts to develop innovative and effective tobacco programs for their target populations. A panel of speakers, representing various unique partnerships discuss the benefits and challenges of these partnerships.

**Moderator:** TBA

**Speakers:** GOVERNMENT/PRIVATE INDUSTRY: *Judy Friedman*, Coordinator, Tobacco-Free Worksite Health Promotion Program, Ventura County; GOVERNMENT/NON-PROFIT CBO: *Jayne Brechtwald*, Director, Division of Health Promotion and Education, Multi-Agency Cooperative Tobacco Project, Santa Barbara; *Lori Pasek*, Coordinator, Jail Tobacco Program, Multi-Agency Cooperative Tobacco Project, Santa Barbara; SMOKE FREE CITIES: *Anne Klink*, Coordinator, California Smoke-Free Cities; *Joan Hogan*, Researcher, League of California Cities; ALTERNATIVE FUNDING/SPONSORSHIP: TBA

#### N-5 Regional Efforts to Address Tobacco Issues: How will they work?

A new aspect of the tobacco control movement in California is underway as regional community linkages are forming across the state. Regional representatives discuss how the regions are defining their missions, membership, decision-making, and how regional interventions will be implemented, as well as the value and drawbacks to regional efforts.

**Moderator:** *Ellen Feighery*, Senior Program Consultant, Stanford Health Promotion Resource Center and member of the California Tobacco Control Resource Partnership

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**BREAKOUT SESSIONS C cont.**  
**THURSDAY 9:00-10:30 PM**

**Speakers:** *April Roeseler*, Health Education Consultant, Tobacco Control Section, California Department of Health Services; *TBA* - Gold Country Region representative; *TBA* - Sierra Cascade Region representative; *TBA* - Los Angeles Region representative

**MEDIA**

**M-5 Using Media to Set the Public Policy Agenda: Youth Access Ordinances**

Learn how to affect local public policy and legislation and the role the local media can play. This discussion features how local ordinances affect youth, and how media impacts local legislation and school districts.

**Moderator:** *Maria Escobar*, Network on Hispanic/Latino Tobacco Control

**Speakers:** *Barbara Alcares*, J. Walter Johnson Institute; *Sam Aquino Arza*, Guadalupe Community Health Center; *Barbara Dietsch/Dr. Rich*, Los Angeles Unified School District

**M-6 Reaching Diverse Population Segments through Media**

Innovative examples of reaching the deaf/hearing-impaired, gay and lesbian, African American and seasonal farmworker populations via video, special events and radio are presented.

**Moderator:** *LeAnne Ravinale*, Tobacco Education Clearinghouse of California

**Speakers:** *Heidi B. Kleiger*, Tobacco Control Program Director, Greater Los Angeles Council on Deafness, Inc.; *Gloria B. Soliz*, Smoking Cessation Coordinator, The Last Drag Program, Lyon-Martin Women's Services; *Hugo Morales*, Executive Director, Radio Bilingue; *David Crippens*, Sr. Vice President, Educational Enterprises, K.C.E.T., Los Angeles; *George Alcares*, Health Educator, Tobacco Control Program, Central Coast Health Resources

**WORKING MODELS**

**W-5 A Healthy Start: Model Programs for Pregnant Women and Their Families**

Learn about California's new model curriculum which assists providers in helping pregnant women to stop smoking and reduce their exposure to second-hand smoke. This curriculum was developed in conjunction with the federal Centers for Disease Control and contains components for all major ethnic groups in California.

**Moderator:** *Irene Reveles-Chase*, Health Education Consultant, California Department of Health Services

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**Speakers:** *Martha Torres Montoya*, Consultant; *Regina Otero-Sabogal*, University of California-San Francisco; *Bruce Allen*, Drew Family Health Plan; *Kazuo Shibata*, Asian Pacific Health Care Venture; *Rosanna Jackson*, California Urban Indian Health Council

**W-6 Kids Incorporated**

The positive aspects of using youth as smoking prevention teachers is explored.

**Moderator:** TBA

**Speakers:** TBA

**YOUTH**

**Y-5 Lights, Camera, Action! Unleashing Creativity in Youth**

This session covers areas in tobacco prevention and cessation efforts which successfully utilize youth creativity and resources. Youth-directed programs such as theater, rap, sports events, comedy, art, etc. are highlighted.

**Moderator:** *Toni Martinez*, Health Education Consultant

**Speakers:** TBA - United Indian Health Services, Teen Advisory Group

**Y-6 They Aren't All the Same-Age Appropriate Tobacco Programs**

The tobacco industry is targeting kids. The concept of Joe Camel being recognized as readily as Mickey Mouse by 3-year olds means that education needs to occur at a much younger age. The message also needs to be tailored to fit the audience. This session highlights programs working with kids from pre-school through high-school as well as hard-to-reach youth.

**Moderator:** TBA

**Speakers:** TBA

**Y-7 Overcoming Evaluation Roadblocks Through Creative Approaches**

Representatives from four youth-serving organizations address how their project handles one or more critical issues pertinent to evaluation of programs. These issues include: (a) Can we get information from pre-schoolers through interviews? (b) Attrition: dealing with a shifting population, and (c) Beyond paper-and-pencil measurements for early adolescents.

**Moderator:** *Erin Kenney*, Tobacco Control Program Evaluation, San Diego State University

**Speakers:** *Stafford Cox*, California State University, Long Beach Foundation; *David Hembry*, Boys and Girls Clubs of Fresno; *Devora Lomas*, Contra Costa County Health Services Department. Other Speakers TBA

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